

Tim Mustoe

Award-winning digital art director with leadership skills and print experience

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An experienced senior graphic designer with commercial and strategic awareness and team management skills, Tim is currently lead creative for several high value accounts at a content marketing agency. He now seeks progression to a creative leadership role in a large agency or in-house creative team.

Directing projects for FTSE100 companies through to startups, Tim has developed a broad online and offline skillset including a proven ability to lead teams and sell concepts to clients. He has driven creative programmes from initial ideas through to completion, and by forging close working relationships, he has attained an impressive client retention rate.

In his current role he revolutionised many aspects of agency processes, including pioneering internal video production, implementing new UX/UI design methods and steering the agency's approach to corporate communications resulting in increased client satisfaction and more efficient use of internal resources. As a team leader and mentor he consistently helps colleagues develop their skills in different directions, such as digital, corporate reporting and video direction.

He is now looking to secure a role where the 15 years' marketing and design experience and skills he has amassed can be a positive disruptor within a larger organisation, enabling him to drive projects, innovations and brands forward.

Skills

Graphic design		9/10
Extensive experience in designing marketing and communications collateral for online and offline		
Ideation		9/10
Creating engaging and campaignable visual concepts for building brand engagement		
UI, UX design		7/10
Interface design, element collaging, wireframing and prototyping for agile design workflows		
Video production		8/10
Extensive experience in directing video for corporate and content marketing campaigns		
Team leadership		8/10
Briefing, coordinating and mentoring up to 10 team members, while maximising tight budgets		
Client facing		9/10
10+ years of presenting to and liaising with clients at senior and C-suite levels		
Software		9/10
Abope Creative Suite: InDesign, Photoshop, Illustrator, Acrobat for online and offline visuals, inVision, MS Office, Keynote		

Significant current clients



Renewi plc



Barclays UK



Royal London



EY



Brooks Macdonald



Grosvenor Estates

Online portfolio

www.timmustoe.com

Work experience

Art Director

11/2010 – date

Wardour Communications Ltd, London

- ▶ Overseeing and coordinating teams of designers, developers, animators and writers
 - ▶ Mentor to circa 5 team members resulting in increased capability and capacity for the team
 - ▶ Established new video production methods, resulting in significant profit gains (circa £15-25K on several projects)
 - ▶ Pioneered new digital design methods resulting in faster progression from design to development (approx 5-10 days saving)
 - ▶ Cultivator of working relationships with clients resulting in high rate of client retention (5+ years retention on average)
 - ▶ Creating compelling communications for B2B, investor and consumer audiences
 - ▶ Expertise in integrating rich media into stakeholder communications including animation and video
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Senior Designer

11/2009 – 07/2010

Carnegie Orr Ltd, London

9 month contract

- ▶ Creating compelling communications for B2B, investor and stakeholder audiences
 - ▶ Pioneered online reporting and corporate comms approaches for several high-value clients
 - ▶ Interpreting key messages and corporate strategies as part of the creative process
 - ▶ Leading and mentoring 2 junior team members
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Director

01/2008 – 11/2010

Tim Mustoe Design Ltd, London

- ▶ Providing creative services to clients and agencies
 - ▶ Forging new client and supplier relationships
 - ▶ Owning and administering a Limited Company for almost 3 years
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Designer – Senior Designer

09/2002 – 01/2008

Addison Corporate Marketing Ltd, London

- ▶ Creating compelling corporate communications concepts for FTSE and Blue Chip clients
 - ▶ Interpreting key messages and corporate strategies as part of the creative process
 - ▶ Leading and mentoring 2-3 junior team members
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Education

BSc(Hons) Biological Imaging

University of Derby

- ▶ Graphic design, multimedia production, illustration, photography, film-making
 - ▶ Wildlife, medical and biological subjects
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